ANNUAL COLLABORATIVE CONFERENCE

THURSDAY, JUNE 8, 2023

THE POINT AT OTTERBEIN UNIVERSITY
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Colleagues,

Welcome to AICUO’s 6th Collaborative Conference. We are pleased to have you join us as we discuss the future of higher education. We encourage collaboration and discussion among our member institutions and hope what you gain here today will help you further the success of your college.

This event brings together our 52 member institutions to learn about the expertise of our partners in engaging independent colleges and helping you reach out to future students. We designed this event to ensure you get the most relevant and beneficial information. Working closely with our Affiliate Members, we have put together timely sessions covering a variety of topics of interest.

We hope you enjoy your experience at the conference and that you take time to network with leaders from fellow AICUO-member institutions. At this time in higher education, knowledge and collaboration are essential to all of our success.

Thank you for your continued support of this program.

Cordially,

C. Todd Jones
AICUO President and General Counsel

About the Association of Independent Colleges and Universities of Ohio (AICUO)

The Association of Independent Colleges and Universities of Ohio was organized in 1969 to represent the interests of its 52 members to Ohio's lawmakers, regulators, and citizens. AICUO seeks to strengthen student financial aid programs and bring about a greater understanding of the benefits and contributions of Ohio independent colleges and universities. At the same time, the association works to promote the well-being of Ohio higher education as a whole, with special regard for the dual private/public nature of the responsibility to serve the educational, social, and cultural needs of the state and the nation.

Located in every region of the state, Ohio's independent institutions include research universities, traditional liberal arts colleges, comprehensive universities, single-purpose institutions, and religiously affiliated colleges.

The foundation of AICUO's work is built on government relations, data analytics, public relations, and collaborative services. Over the past decade, AICUO has worked to strengthen the relationships and networking opportunities among its member institutions. The association established the Affiliate Member program to link member campuses with trusted business partners throughout Ohio and beyond. Many of these business partners also provide outstanding educational programming and collaborative purchasing discounts for AICUO members.

From connecting colleagues to passing significant savings on to members, AICUO values the concept of collaboration and is proud to offer you the opportunities available at this conference.
Presidential Panel

**Dr. Carlos Campo** began his term as the 30th president of Ashland University on June 1, 2015, and brings a wealth of experience to this role, including previously serving as president of Regent University. Ashland University, under the leadership of Campo, recently closed out a targeted $50 million capital campaign that raised just over $100 million.

Campo serves as vice chair of the National Hispanic Christian Leadership Conference. In this role, he works to improve educational outcomes for Hispanic students, serves as featured speaker at the Hispanic Education Alliance Summits, advocates for and works with national leaders in immigration reform and serves as national spokesperson for educational issues within the Hispanic community.

Campo represents Ashland University and the Great Midwest Athletic Conference as a member of the NCAA President’s Council. He also chairs the educational committee for the Museum of the Bible in Washington D.C. and is a member of the executive committee. In Ohio, Campo is a member of the executive committee of the Ohio Foundation of Independent Colleges and the 50 Club of Cleveland, and was appointed by the governor as an Ohio Commodore.

**Connie Gallaher, RN, MS** became the 17th President at Ohio Dominican University in June 2021. Now at Ohio Dominican University, the focus is in transforming higher education. This is a different time in our society and the workforce needs, as well as the societal demands and expectations, are vastly different. We are transforming to meet the needs of learners, our communities and the business partners we serve. The mission of ODU is to prepare ethical and effective leaders, as life-long learners, while growing intellectually, spiritually, and professionally.

While Connie’s career has been within health care, she is recognized for her leadership competency. She has been credited with the development of many generations of leaders and in a variety of settings and environments. Her work in diversity and inclusion helped set the stage of understanding and adaptation for all at OhioHealth at Home.

Connie completed her undergraduate and graduate course work at the Ohio State University. She is passionate about transformation and sustainability while promoting life skills in inclusion, diversity, equity and social justice. She hopes to facilitate the next generation(s), to learn, engage and be active in our complex world.

**Dr. Lillian “Lil” Schumacher** took the helm as Tiffin University’s Interim President on January 11, 2016 and was named President just five months later on June 8, 2016. Prior to her presidency, she has been an integral part of the University since 2010, first as Dean of the School of Business and more recently as Vice President for Academic Affairs.

A natural leader who has experience and academic training in leadership, Dr. Schumacher has more than 30 years of expertise in higher education and corporate environments in areas of program development, assessment, accreditation, teaching, strategic planning, budget preparation and administration, staff selection and evaluation, and fundraising. As a professor of management, she has designed and taught courses and workshops in the areas of organizational behavior and change, strategy, leadership, entrepreneurship, communication, career mapping, human resources, international business and global leadership, and other related disciplines.

President Schumacher holds a Doctorate in Leadership Studies and Master’s degrees in Organization Development and Higher Education Administration, all from Bowling Green State. President Schumacher brings a high degree of accountability to ensure creative, stimulating and positive environments to her position at Tiffin University.

Presidential Panel Moderator

**Ed Wilson, Executive Director, Associations, Constellation**, oversees the company’s Associations channel nationwide. Ed graduated with distinction from the U. S. Naval Academy and received his MBA with a concentration in Finance from Loyola College in Maryland. He has over 30 years’ experience in the energy industry, starting at Baltimore Gas & Electric’s Calvert Cliffs Nuclear Power Plant and continuing to his current position as Executive Director of Association Sales. Prior to his current role, Ed was Director of Sales for Constellation’s Mid-Atlantic region where he was responsible for the success of several of Constellation’s largest association relationships as well as the region’s commercial, industrial, and higher education customers.
Collaborative Conference Agenda

8:30am – 9:00am  Registration & Networking Breakfast // Event Forum

9:00am – 9:05am  Welcome // Event Forum
  C. Todd Jones, President and General Counsel | AICUO
  Wendy Sherman Heckler, Provost, Vice President of Academic Affairs | Otterbein University

9:05am – 10:00am  Presidential Panel Discussion // Event Forum
  Dr. Carlos Campo, President | Ashland University
  Dr. Connie Gallaher, President | Ohio Dominican University
  Dr. Lillian Schumacher, President | Tiffin University
  Moderator: Ed Wilson, Executive Director | Constellation

10:10am – 11:00am  Session 1
  - Strategies to Finance Digital Infrastructure - First American Education Finance and Cleveland Institute of Art // Rm. 140
  - Smart Start: Collaborating with Healthcare Systems to Break Down Enrollment Barriers - Aultman College // Rm. 165
  - Demystifying the Global Nomad: Designing Effective Support for the Invisible Immigrant - Cedarville University // Rm. 165

11:10am – 12:00pm  Session 2
  - Clean Energy Tax Credits for Colleges & Universities - Bricker Graydon // Rm. 164
  - Branding with Swagger at The College of Wooster // Rm. 165
  - The Student Immersion as A Foundation for Academic Experience: Study Habits, Planning & Accountability; Oh My! - Mount Carmel College of Nursing // Rm. 140

12:00pm – 12:50pm  Networking Lunch // Event Forum

12:55pm – 1:45pm  Session 3
  - Higher Education Contribution Margin Analysis - CliftonLarsonAllen // Rm. 164
  - Marketing Truths and Trends in Higher Education - 5 Degrees of Branding // Rm. 165
  - Supporting Basic Needs-Insecure Students: The Cardinal Resource HUB - Otterbein University // Rm. 140

1:45pm – 2:15pm  Coffee & Dessert Break - Vendor Fair, Networking, & Door Prizes // Event Forum

2:15m – 3:30pm  Closing Session // Event Forum
  Innovative Strategies for Student Success - Panel Discussion
  The Christ College of Nursing & Heath Sciences | The University of Findlay | Mount Vernon Nazarene University
  Moderator: Emily Petit | The Virtual Care Group

Track Session Legend:  
- Business & Finance
- Marketing & Recruitment
- Student Support & Retention
Today, colleges and universities are seeking a more effective way to offer an employee retirement plan. 403(b) plan sponsors have been increasingly overburdened with retirement plan responsibilities and associated fiduciary liability. It’s a challenge for administrators to keep up.

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The AICUO 403(b) Multiple Employer Plan

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• Minimize fiduciary risk and responsibilities
• Take advantage of economies of scale

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For more information please contact:
Mark Hogan
Regional Director
mark.hogan@pentegra.com or 513.259.9222.
**Track Session: Student Support & Retention**

**10:10am – 11:00am // Session 1, Room 140**  
**Demystifying the Global Nomad: Designing Effective Support for the Invisible Immigrant**

*Brenda Reid, Director of International Student Services | Cedarville University*

A case study approach to how a small, independent nonprofit school used machine learning to predict and address student attrition. This will be an interactive, demonstration-based presentation, deeply reviewing deidentified data and digging into specific cohorts and examples that this school faced, when grappling with navigating student retention.

**11:10am – 12:00pm // Session 2, Room 140**  
**The Student Immersion as A Foundation for Academic Experience: Study Habits, Planning, and Accountability; Oh My!**

*Jami Nininger, Interim Academic Dean  
Nancy Haan, Coordinator Student Success Center  
Diane Shew, Assistant Instructor Student Success Center  
Mount Carmel College of Nursing*

In this session Mount Carmel College of Nursing will discuss an immersive, “lived” early academic experience as an innovative approach to facilitate learner development of academic skill, socialization, and accountability for learning in support of learner persistence and academic success. Topics will include current influences that contribute to the diversity in student academic and non-academic preparedness and the influences in post-secondary settings and nursing programs. They will explore the immersion experience as an innovative approach to learner development of academic skill, socialization, and accountability for learning in support of learner persistence and academic success. Discover one program’s innovative approach to using an immersive experience to drive learner competency in academic and non-academic competency development as a foundation for learner persistence and success.
The Cardinal Resource HUB: Supporting Basic Needs-Insecure Students

Melissa Gilbert, Dean, Student Engagement | Otterbein University
Micia Clemmons, Assistant Director | Otterbein University

In this session, Otterbein University will share best practices for developing a campus-wide strategy for addressing students’ basic needs. To help campuses deepen their understanding of significant socioeconomic barriers to student success, they will explore the hidden costs of college and illuminate effects on academic success, holistic development, retention, and persistence. Grounded in experience managing The Promise House, Otterbein’s Resource Center and Food Pantry, they will provide a comprehensive toolbox for replicating our basic needs initiative. Participants will learn how to cultivate a culture of care on their campus, build a digital resource hub, design thoughtful information-gathering conversations, train peer resource navigators, launch support for accessing public benefits, and gather cross-sector partnerships. Approaches for food security, emergency housing, transportation, clothing, micro-grants, and textbook affordability will be shared. With ample time for discussion, participants will have the opportunity to voice campus challenges and develop action plans for their institutions.
Track Session: Marketing & Recruitment

10:10am – 11:00am // Session 1, Room 165
Smart Start: Collaborating with Healthcare Systems to Break Down Enrollment Barriers
Dr. Jamillee Krob, Director of Foundational Education and Allied Health | Aultman College of Nursing

Offering financial, transportation, and childcare support helps address many difficult enrollment and retention barriers in healthcare education. In this presentation, Aultman College of Nursing will share how they collaborated with healthcare (HC) systems to break down enrollment and retention barriers for future healthcare workers. They will discuss the exponential collaboration outcomes and how students are able to secure guaranteed education and employment.

11:10am – 12:00pm // Session 2, Room 165
Branding with Swagger at The College of Wooster
Melissa Anderson, Vice President of Marketing, Communications and Strategic Initiatives
Kathleen Lawry, Associate Vice President of Marketing and Brand Management

In the past three years, The College of Wooster has creatively revealed a new logo, mascot, and website using social media campaigns, engaging events, and interactive tools to build the brand from the inside out by hyping the campus community and beyond. Hear Melissa Anderson, vice president of marketing, communications, and strategic initiatives, and Kathleen Lawry, associate vice president of marketing and brand management, share the College’s process and how engaged students and departments helped to drive the development and rollout… and have lots of fun along the way!

12:55pm – 1:45pm // Session 3, Room 165
Higher Education Marketing Truths
Ryan Morabito, Senior Advisor | 5 Degrees Branding

In this interactive session, 5 Degrees Branding will be sharing Ryan Morabito’s most popular LinkedIn posts and higher education marketing trends for AICUO members. Attendees can expect to learn about market research priorities, developing a strategic narrative, student-centered marketing plans and how to best measure your marketing impact.
IS DINING A Differentiator FOR YOUR CAMPUS?

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Suzie Lachut, Managing Director of Growth & Retention
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Track Session: Business & Finance

10:10am – 11:00am // Session 1, Room 164
**Strategies to Finance Digital Infrastructure**

Matthew Rankin, Vice President – Education | First American Education Finance
Allen Selker, Manager of Technology Services | Cleveland Institute of Art

In this interactive discussion, First American Education Finance will review strategic finance options that can help schools proactively address aging digital infrastructure from endpoint device replacement to ERP software implementation. The utilization of these strategies can help reduce upfront investment, promote a consistent refresh cycle, and outsource needed deployment and recovery services. They will also highlight trends focused on transitioning technology from a CapEx to OpEx mindset to better support the alignment of useful life and expenses.

11:10am – 12:00 pm // Session 2, Room 164
**Clean Energy Tax Credits for Colleges and Universities**

Joshua Nolan, Partner & Higher Education Chair | Bricker Graydon

The Inflation Reduction Act contains provisions that permit colleges and universities, as tax exempt entities, to receive substantial cash rebates for converting to energy efficient operations and generating renewable and clean energy power generation on campus. Learn the impacts and the potential cost savings that this legislation may provide your campus at a time of financial need. This interactive session it will include case studies related to infrastructure projects and upgrades and how the IRA, property assessed clean energy financing (PACE Financing), and other funding vehicles can significantly reduce the upfront and long-term costs of constructing clean energy projects.

12:55pm – 1:45pm // Session 3, Room 164
**Higher Ed Contribution Margin Analysis**

Michael Johns, Principal | CliftonLarsonAllen
Leah Lindstrom, Manager | CliftonLarsonAllen

A program-based financial model can help identify what it truly costs to educate a student. In this model both revenue and expense are setup to follow the student to understand how costs vary for different types of students and programs. A program margin analysis allows decision to be made with an understanding of the impact on specific degrees, programs, or departments instead of broad units or functions. Doing this type of analysis allows administrative and academic teams to shift through accessible data and understand the key academic program trends. Attendees will better understand how to determine their program costs in relation to program revenue. CPE Credit is Available.
Constellation is the easy answer to complex energy questions. As the endorsed energy supplier to AICUO, Constellation helps businesses across the nation maximize every energy dollar. Constellation Solutions team can assist you to create, and execute, a sustainability plan to reduce consumption, manage costs and achieve net zero carbon or meet specific sustainability goals.

To learn more about the AICUO Energy Program with Constellation, contact Melissa Raymond at melissa.raymond@constellation.com, 443-875-5122.
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